

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
 Order / Rev: 703937 - 1  
 Alt Order #: 6259807  
 Product Desc: NELSON FOR SENATE  
 Estimate: 542  
 Flight Dates: 08/08/12 - 08/14/12  
 Original Date / Rev: 08/01/12 / 08/08/12  
 Order Type: Political

WTLV-TV

Primary AE: Jim Quinn  
 Sales Office: T-PHI  
 Sales Region: NAT

**Agency**  
 Name: Abar Hutton Media/ POL  
 Buying Contact:  
 Billing Contact:  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Nelson, B/ DSCC/ D/Sen/FL  
 Demographic: A25-54  
 Product Codes: PL-US Senate  
 Priority: P-5  
 Revenue Codes: AGY, GEN, POL

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	22	\$18,045.00	\$15,338.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$18,045.00	\$15,338.25	0.00
<b>Totals</b>	<b>22</b>	<b>\$18,045.00</b>	<b>\$15,338.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	45%	\$18,045.00
Market	100%	\$40,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$1,203.00
WCWJ	0%	\$0.00
WJXT	27%	\$10,827.00
WJXX	6%	\$2,406.00
WTEV	19%	\$7,619.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTLV	08/08/12	08/10/12	Olympics Weekday DT	CM	Olympics Weekday--WTF--	:30	6	\$425.00	P-1	0.00	NM	2	\$850.00
Olympics Weekday DT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekda		--WThF----	:30	<del>(\$425.00)</del>	0.00	NM		
Credited														
2	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekda		--WThF----	:30	<del>(\$425.00)</del>	0.00	NM		
Credited														
3	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekda		--WThF----	:30	<del>(\$425.00)</del>	0.00	NM		
Credited														
4	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekda		--WThF----	:30	<del>(\$425.00)</del>	0.00	NM		



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Jeff Scattergood,

being/on behalf of: Bill Nelson / DSCC, a legally

qualified candidate of the Democratic political

party for the office of: United States Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Bill Nelson for Senate / DSCC

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

PEGGY GAGNON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

\_\_\_\_\_  
Date

Sheelathi  
\_\_\_\_\_  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Bill Nelson for Senate / DSCC  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**                      ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Jeff Scattergood  
signature of candidate or authorized committee

Jeff Scattergood

printed name

date